

Media Partners, Inc
13200 Strickland Rd.
Suite 114-#153
Raleigh NC 27613

Sam Ervin/ D/ Supreme Court/ NC
Submission Number 4106 Issue 4



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client: Sam Ervin/ D/ Supreme Court/ NC	Submission Cost: 2920	Campaign Ref: BJW12091101
Buyer: ..	Client/Product/Estimate:	Sales Rep: WNCN Political
Schedule Dates: 10/15/12 to 11/05/12	Weeks: 4	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Sam Ervin/ D/ Supreme Court/ NC	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15/10	/22	10/29/11	/05	Total	Cost
1	M-F 3p Judge Judy MTWTF..	05	75	30 Comme	Nbr of Spots		5		5	375
3	M-F 3p Judge Judy M..WTFSS	05	75	30 Comme	Nbr of Spots			1	1	75
4	M-F 330p Judge Judy M..WTFSS	05	75	30 Comme	Nbr of Spots			1	1	75
5	M-F 5p Judge Judy MTWTF..	04	150	30 Comme	Nbr of Spots		5		5	750
7	M-F 5p Judge Judy M..WTFSS	04	150	30 Comme	Nbr of Spots			1	1	150
8	M-F 530p Judge Judy M..WTFSS	04	150	30 Comme	Nbr of Spots			1	1	150
9	M-F 330p Judge JudyF..	05	75	30 Comme	Nbr of Spots		1		1	75
10	M-F 530p Judge JudyF..	04	150	30 Comme	Nbr of Spots		1		1	150
Weekly Totals: Total Spots(Ord Spots)					4	8	12	4	28	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15/10	/22	10/29/11	/05	Total	Cost
13	M-F 3p Judge Judy MTWTF..	05	75	30 Comme	Nbr of Spots	4			4	300
14	M-F 5p Judge Judy MTWTF..	04	150	30 Comme	Nbr of Spots	4			4	600
15	M-F 3p Judge Judy ...T...	06	40	30 Comme	Nbr of Spots	1			1	40
16	M-F 5p Judge Judy ...T...	05	100	30 Comme	Nbr of Spots	1			1	100
17	M-F 6a News ...T...	06	70	30 Comme	Nbr of Spots	1			1	70
18	M-F 136a ET / 1236a CT Last Call ...T...	05	10	30 Comme	Nbr of Spots	1			1	10
Weekly Totals: Total Spots(Ord Spots)					4	8	12	4	28	

Grand Totals					Month 10 Weeks: 4					Month 11 Weeks: 4				
					10/15	10/22	10/29	11/05		10/15	10/22	10/29	11/05	
Spots					28	4	8	12	4	28	12	12	4	4
Cost					2920	220	900	1350	450					

Grand Totals:

Spots: 28
Gross Total: 2,920.00

Commission:	438.00
Net Total:	2,482.00

Stankavage, Cheryl F.

From: Blanchard, Steven L.
Sent: Monday, October 15, 2012 5:50 PM
To: Debbie White
Cc: Stankavage, Cheryl F.
Subject: RE: Rate Revisions w/o 10/15

Hi Debbie,

We're going to add 1x 6-7a at \$70 and 1x in Carson Daly at \$10 this week.

Thanks!

Steve Blanchard
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



NBC 17.com



From: Debbie White [mailto:debbie@mediapartners-inc.com]
Sent: Monday, October 15, 2012 4:12 PM
To: Blanchard, Steven L.
Subject: RE: Rate Revisions w/o 10/15

Is this just for this week? If so, you can add in what you feel will clear in early fringe, news or access or even late.

Let me know what you decide.

Debbie

From: sblancha@wncn.com [mailto:sblancha@wncn.com]
Sent: Monday, October 15, 2012 4:00 PM
To: debbie@mediapartners-inc.com
Cc: mwilliams@wncn.com
Subject: FW: Rate Revisions w/o 10/15

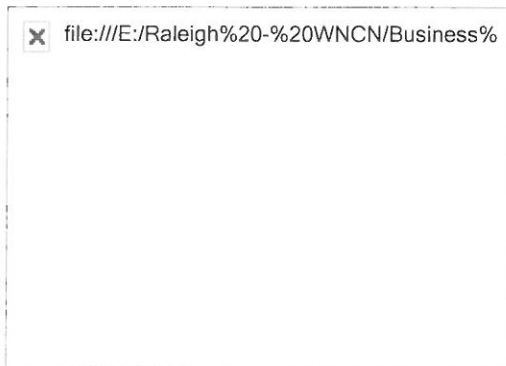
10/15/2012

Hi Debbie,

We had a couple of rate revisions when we did the LUC calculation for this week. I have attached our updated rate card and included your revised order total below. You currently have \$85 available. Please let me know where you would like to spend.

Thanks!

Steve



From: Stankavage, Cheryl F.
Sent: Friday, October 12, 2012 11:39 AM
To: Blanchard, Steven L.
Subject: Rate Revisions w/o 10/15

Hi Steve,

The following rates were revised next wk for Media Partners order Sam Ervin (D) for Supreme Court:

3p Judge Judy Thu 10/18 was \$75 - now \$40

5p Judge Judy Thu 10/18 was \$150 - now \$100

Order total is now: \$2840.

Thanks,

Cheryl Stankavage
National Sales Assistant
WNCN-TV/NBC-17

10/15/2012



ph: 919-835-6240

email: cstankavage@wncn.com

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/16/2012 to 11/08/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross	Oct 15	Oct 16	Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	Oct 25	
				Rate/ Total												
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	.	.	.	1	1	1	1	
Comment: L3																
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	.	.	1	.	.	.	1	1	1	1	
Comment: L3																
					\$2,925.00	.	.	.	2	.	.	.	2	2	2	2

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0
 Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross											
				Rate/ Total	Oct 25	Oct 27	Oct 28	Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	.	.	1	1	1	1	2	.	.	2
Comment: L3															
					\$2,925.00	.	.	.	2	2	2	2	4	.	4
								2.4	2.4	2.4	4.8				4.8

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0

Flight From: 10/15/2012 to 11/06/2012

Estimate No.:

Contract No.:

Job No.:

Buyer Name: Debbie White

Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)

Station: WNCN

Station Contact: Steve Blanchard

Actg. Order No.: 113

WS Order No.: 12329

Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Nov 06	Total Spots	DMA P 35+ (R)	DMA W 35+ (R)
1	MTWRF-- 03:00P-04:00P	DT 30	JUDGE JUDY	\$75.00 \$975.00	.	13	0.7 \$107.14	0.9 \$83.33
Comment: L3								
2	MTWRF-- 05:00P-06:00P	EF 30	JUDGE JUDY	\$150.00 \$1,950.00	.	13	1.7 \$88.24	2.2 \$68.18
Comment: L3								
				\$2,925.00	.	26		

Date: 09/13/2012

Page 1c

Time: 5:18p

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WNCN-TV Raleigh, NC	Date: 9/14/12
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I, DEBBIE WHITEbeing/on behalf of: SAM ERVIN, a legallyqualified candidate of the § politicalparty for the office of: Supreme Ct.in the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$2,925 gross \$2,486.25 net

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Mike Davis Public Relations, Inc.

PUBLIC RELATIONS + + COMMUNICATIONS

P.O. Box 27646 Raleigh, NC 27611

Phone: 919-821-3928 Fax: 919-821-9135

July 31, 2012

Media Partners, Inc.
4024 Barrett Drive, Suite 201
Raleigh, North Carolina 27609

Please accept this letter as authorization from the Ervin for Supreme Court Campaign for Media Partners, Inc. to engage in media placement services on behalf of the Ervin Campaign for the 2012 General Election.

Any questions should be referred to Mike Davis, General Campaign Consultant to Ervin for Supreme Court.

Please note that the official name and address for the campaign:

Ervin for Supreme Court
1101 Haynes Street – Suite 101-C
Raleigh, North Carolina 27604.

Thank you.

Mike Davis
Ervin for Supreme Court